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## News from the Tobacco Prevention and Control Program

### Save the date

The Washington Tobacco Prevention and Control Program's 2004 conference – "Changing the Environment: Policies, People, Practices" – will be held March 23-25 at the SeaTac DoubleTree Hotel. All community, tribal, disparities, and Educational Service District contractors are required to have a representative attend the conference. The schedule of speakers and workshops will be available in January.

For more information, contact your contract manager.

### Disparities contractors selected

The Tobacco Program contracted with organizations to plan and coordinate tobacco control activities in five underserved communities, following completion this spring of the *Strategic Plan for Identifying and Eliminating Tobacco-Related Health Disparities in Washington State*. The contractors and the communities they serve are:

- Center for Multicultural Health – African American
- Washington Asian-Pacific Islander Families Against Substance Abuse – Asian American-Pacific Islander
- Washington Association of Community and Migrant Health Centers – Hispanic/Latino
- Verbena – sexual minority
- Seattle Indian Health Board – urban Indian

For more information, contact David Harrelson at 360-236-3685 or [david.harrelson@doh.wa.gov](mailto:david.harrelson@doh.wa.gov).

### Other articles in this issue

[New youth ads](#) | [Secondhand smoke plan](#) | [Students recognized in national competition](#) | [SpeakOUT Youth Advocate of the Year](#) | [Youth coalitions](#) | [New clearinghouse items](#) | [Tobacco Prevention Resource Center](#) | [Climb for Clean Air](#) | [12<sup>th</sup> Annual World Conference on Tobacco or Health](#) | [Washington State Prevention Summit](#) | [T.A.T.U stats](#) | [Tobacco industry research](#) | [Tobacco industry buys congress](#) | [Web updates](#) | [Submissions](#) | [Data requests email](#) | [Correction](#) | [Online resources](#) | [In the news](#)

## New anti-tobacco youth ads selected

Starting in November, Washington kids will see new ads that will discourage them from joining the “club” of smokers.

The Tobacco Prevention and Control Program showed six ad concepts to more than 60 kids in a series of focus groups this summer. The concepts were developed from suggestions from county contractors, Educational Service Districts, and the program’s advertising firm, Sedgwick Rd.

The kids, ages 10-18, showed enthusiasm for two of the messages: “addiction” and “a look to their future.” Those two concepts are being combined for the new ads this fall.

In the television ads, a flashy tour bus will pull up to kids and invite them inside. Once inside, the kids will see the effects of smoking on bus riders. The ad will end with a compelling statistic about how difficult kids find it to quit tobacco. A second ad substitutes a fancy club for the bus. Once inside the club, the kids meet smokers who are suffering from the affects of using tobacco. Again, the ad ends with a statistic about addiction.

In addition to these ads, which will be aimed at kids age 9-14, the state also will cooperatively purchase air time with the American Legacy Foundation to broadcast TRUTH radio and television ads more frequently throughout Washington.

Other types of advertising, including radio, billboard, bus, mall kiosk, and Internet advertising, will support both television ad campaigns.

Advertisements on phone booths located near kids’ hangouts and through giveaways at summer camps are some of the more unusual components. Book covers will be also distributed to kids in grades 4th-8th statewide (right).



For more information, contact Susan Zemek at 360-236-3634 or [susan.zemek@doh.wa.gov](mailto:susan.zemek@doh.wa.gov)

## Secondhand Smoke Community Assistance Project

The Tobacco Program's Secondhand Smoke Community Assistance Project (SHSCAP) has begun implementing its recently completed comprehensive plan. Current activities include:

- Collecting and cataloging brochures, flyers, guides, rack cards, and incentive pieces used to educate communities about the dangers of secondhand smoke exposure and advance policy at the local level. These materials will be used to identify trends and possible gaps in resources.
- Collecting testimonials from businesses statewide that have gone smoke-free, which will be available to contractors to assist communities and other businesses in making the decision to go smoke-free.
- Creating an advisory group to serve as a sounding board for SHSCAP and offer input as the project progresses.

In addition to the above activities, SHSCAP will begin to focus on gathering secondhand smoke policies from private businesses that have 50 or more employees.

For more information, contact Tom Wiedemann at 360-236-3643 or [tom.wiedemann@doh.wa.gov](mailto:tom.wiedemann@doh.wa.gov).

## Students recognized in national competition

Three ninth grade students from West Valley Junior High School in Yakima won gold medals for a presentation of their Teens Against Tobacco Use (T.A.T.U.) work at the Family, Career and Community Leaders of America (FCCLA) National Leadership Meeting last July in Philadelphia.

Allison Powers, Heidi Ribail, and Alex Strosahl presented their work to a panel of judges at the "Focus On Children" event, and were graded on organization, knowledge of subject matter, ability to work with children, impacting children positively, using child development concepts, and appearance.

A team of Selah High School students earned a silver medal at the "Chapter Showcase" event for a presentation of all the projects done by the Selah High FCCLA club during the school year, which included the T.A.T.U. peer-education program. Two members of the team, Kari Davenport and Brianna Berg, trained other teens in the T.A.T.U. program and presented to 100 students at Selah Intermediate School during the year.

For more information, contact Celisa Hopkins at 509-248-4384 or [chopkins@alaw.org](mailto:chopkins@alaw.org).



### **SpeakOUT youth advocate of the year named**

Nathan Schaner, a senior at Sedro-Woolley High School, received the American Cancer Society SpeakOUT Youth Advocate of the Year Award for Washington State at a Skagit County Commission meeting Aug. 25.

Nathan was recognized for his ability to mobilize peers and his outstanding contributions to cancer prevention and tobacco control at the local and statewide levels. He is active in SpeakOUT and is co-president of Skagit Helping Educate About Tobacco (HEAT), a youth collation that educates the community and younger kids about tobacco use.

For more information, contact Kristie Smart at 206-770-5601 or [kristie.smart@cancer.org](mailto:kristie.smart@cancer.org).

### **Youth coalitions make connections**

Youth coalitions in Skagit and Spokane counties are continuing efforts to encourage smoke-free environments.

Skagit County's Helping Educate About Tobacco (HEAT) presented a proposal for a clean indoor air resolution to the Skagit County Council in late August. Other Skagit efforts include developing and implementing a local ordinance that requires all tobacco products to be kept behind counters and educating residents about the harmful effects of secondhand smoke.

Spokane Teens Against Tobacco (STAT) is working with local law enforcement officials and community leaders to encourage enforcement of existing tobacco possession laws. Ongoing Spokane efforts include encouraging restaurant owners to create a smoke-free environment or restrict smoking to areas away from kids.

For more information, contact Susan Zemek at 360-236-3634 or [susan.zemek@doh.wa.gov](mailto:susan.zemek@doh.wa.gov).

### **New item at clearinghouse**

The 2003 King County Tobacco Prevention and Cessation/Treatment Resource Report is now available through the Washington State Tobacco Prevention and Control Clearinghouse. The report is a user-friendly guide to King County (and some state and national) organizations that offer tobacco prevention and cessation/treatment resources. This guide is available in hard copy or on compact disk.

A variety of other brochures, posters, key chains, and other tobacco prevention items are available through the clearinghouse. Clearinghouse staff can help Tobacco Program contractors select the most appropriate materials for outreach efforts, such as conferences and trainings. A list of clearinghouse items is available at [www.doh.wa.gov/tobacco/contractors/clearinghouse.htm](http://www.doh.wa.gov/tobacco/contractors/clearinghouse.htm).

To order materials, request order forms, or for information on available inventory, call 360-236-3730 or e-mail [tobacco.clearing@doh.wa.gov](mailto:tobacco.clearing@doh.wa.gov).

## Tobacco Prevention Resource Center

The Tobacco Prevention Resource Center (TPRC) is entering the second year of supporting the Tobacco Prevention and Control Program and community contractors with training, technical assistance, a speakers bureau, and information services.



TPRC's presence is expected to increase over the next year at regional meetings, Implementation Advisory Committee meetings, and the statewide conference March 23-25, 2004.

This year, the resource center has:

- Trained 900 First Steps and Women, Infant, and Children staff at 30 training events around the state from January to June, using the First Steps Tobacco Cessation Training curriculum.
- Recruited and trained 20 highly skilled and experienced trainers to use the Basic Tobacco Intervention Skills Training curriculum. The trainers then trained 75 instructors at 10 instructor-training events across the state. Trainers and instructors delivered trainings to 278 health care professionals at 16 one-hour training events, and 516 health care professionals at 27 four-hour training events.
- Designed and implemented a 12-month training calendar, which includes trainings on cessation, social marketing, coalition building, and policy enforcement.
- In collaboration with local coalitions, coordinated regional Outrage 2002 youth events in Pierce, Whatcom, and Spokane counties, reaching more than 200 youth and their adult supporters.
- Coordinated the statewide Teen Train the Trainer workshop in Seattle, providing technical assistance to 11 teams of youth and their adult supporters.
- Developed and managed "Cultivating Youth: A Leadership Approach," a 2 ½-day retreat reaching 28 statewide prevention contractors who work with youth.
- Enrolled 45 tobacco experts in the speakers bureau (see TPRC Web site).
- Provided continuing education credit for Certified Health Education Specialist (CHES), Continuing Medical Education (CME), dieticians, social work, pharmacy, and nurses.
- Posted 100 abstracts related to tobacco control and prevention on the TPRC Web site.
- Developed a process for community contractors to request technical assistance that will begin in the early fall. Contractors will receive information on how to request assistance in early September.

To register for access to the TPRC Web site, email [tobaccoprc@jba-cht.com](mailto:tobaccoprc@jba-cht.com) or visit the site at [www.tobaccoprc.org](http://www.tobaccoprc.org) in October and register on-line.

*[Ed. note: In the following two articles, two members of the tobacco prevention community record impressions from experiences over the summer.]*

### **Climb for Clean Air**

*Terry Reid, manager, Tobacco Prevention and Control Program*

This summer I had one of the most rewarding experiences of my life when I climbed Mount Rainier as part of the American Lung Association of Washington's "15<sup>th</sup> Annual Climb for Clean Air." I was in the first of four groups comprising the climb, reaching the summit on the morning of July 12. It wasn't easy, but I made it. I still felt fresh when I reached the summit at 8:15 a.m., but by the time I stumbled into the Paradise Lodge at 4 p.m. my fuel tank was on empty. Emotionally, however, I'm still on a high.

The Climb for Clean Air is one of the major fund raising events for the Washington lung association. About 85 climbers raised nearly \$325,000 to help prevent kids from using tobacco and to assist children with asthma. Each climber raised a minimum of \$3,500.



The association collaborates with Lou Whittaker, the climb's honorary chairman, and Rainier Mountaineers Inc., who provide the professional guide service. Lou and his expert guides, in combination with the association staff, made the entire training and climbing experience fun and exciting. I recommend that anyone who has aspirations to climb Mount Rainier should consider doing it with the "Climb for Clean Air." Information on next year's climb is available at [www.alaw.org](http://www.alaw.org).

### **Reflections from the 12<sup>th</sup> Annual World Conference on Tobacco or Health**

*Celisa Hopkins, Tobacco Control Manager, American Lung Association of Washington/Yakima*

Tobacco control encompasses so much more than health. It is about economics, big business, politics, crime (smuggling), environmental and social justice, and the future. All of these issues were touched upon at the conference and not one of them seems more important than the other. Being able to look at tobacco control from a more global perspective, I am inspired to encourage others to do the same.

[Read the full text of Celisa's article.](#)

### Washington State Prevention Summit

“Do Amazing Things, Not Drugs!” will be held Oct. 23-25 at the Yakima Convention Center. Speakers at the event include Rick Bender, Tobacco Educational Speaker and Cancer Survivor; Beverly Watts Davis, Director, Center for Substance Abuse Prevention; General Arthur Dean, Chairman, Community Anti-Drug Coalition of America; Sam Glenn, Author and Artist, Sam Glenn Presentations; and Melissa Howard, MTV celebrity and “What is Your Anti-Drug Campaign” spokesperson. Six tracks of workshops will also be offered, including a track for youth.

Registration information is available on the [DASA Web site](#), or by contacting the DASA Training Section at 877-301-4557 or e-mail [DASATraining@dshs.wa.gov](mailto:DASATraining@dshs.wa.gov).

### Stats in from T.A.T.U.

Finishing up its third year, the Teens Against Tobacco Use Program (T.A.T.U.) reported it trained 1,095 new teens and made 633 presentations to more than 20,000 youth statewide (April-June). The peer-education program trains high school students to teach about the hazards of tobacco use to middle and elementary school students. The T.A.T.U. program is one of three youth involvement programs supported by the Washington Department of Health, American Legacy Foundation, and American Lung Association.

For more information about Teens Against Tobacco Use, visit the [Web site](#).

### Tobacco industry research

An article by Anne Landman, Pamela Ling, and Stan Glantz published in the American Journal of Public Health (June 2002, Vol. 92, No. 6) criticizes tobacco companies (Brown and Williamson, Lorillard, Philip Morris) youth prevention programs stating that “Youth Smoking Prevention” legitimizes tobacco industry research on teens.

Lorillard is one example of a tobacco company’s ads (print and TV) that encourage teens to visit tobacco Web sites “where they can fill out surveys and enter sweepstakes. Not only does this information allow Lorillard to develop a mailing list of teens, it also allows the company to collect psychographic data (information about activities, interest, and opinions that can be used to develop consumer psychological profiles) through inquires about popular clothing trends, dream vacations, hot music groups, television and movie stars teens admire, computer games, favorite sports events and athletes, superheroes, and what they feel the president’s priorities should be,” the authors report.

### Tobacco industry buys Congress

As Congress prepares to consider major tobacco legislation for the first time in years, a new report shows that the tobacco industry spent \$20,680,315 to lobby Congress in 2002, according to a report from National Center for Tobacco-Free Kids Action Fund and Common Cause. [Read the report.](#)

### Web updates

For those interested in conducting Operation Storefront, a project aimed at assessing the amount of tobacco advertising in a community, new information and tools are available on the Tobacco Program Web site. [View the Operation Storefront site.](#)

A new report of tobacco sales violations is now available. [Visit Preventing Youth Access.](#)

The notes from the August Implementation Advisory Committee meeting are available in PDF format. [View the notes.](#)

For the latest in tobacco prevention and control information, view the [Tobacco Program homepage.](#)

### Submissions for future newsletters

Submissions from Tobacco Program contractors and partners for inclusion in future newsletters are always welcome. Send information about projects, tobacco-related local news items, and other information to share with tobacco prevention colleagues to Wright Communications Inc. at [wright2@olywa.net](mailto:wright2@olywa.net) or 360-943-3642.

### New email address for data requests

The Tobacco Program's assessment and evaluation section has a new address for data requests and evaluation questions: [tobacco.evaluation@doh.wa.gov](mailto:tobacco.evaluation@doh.wa.gov). When requesting information, contractors also should email their contract manager.

### Correction

The article about smoke-free parks in the July issue of the Tobacco Program newsletter omitted information about the City of Ridgefield's smoke-free parks efforts. Corrected information follows:

The Ridgefield City Council agreed to have 'voluntary smoke-free tobacco zone' signs installed in three parks after working with the local youth anti-tobacco coalition, BREATHE. The signs, which were unveiled May 31, state that secondhand smoke hurts kids and includes the Washington Tobacco Quit Line number. The council also banned smoking in the local skate park. The BREATHE youth are meeting with four other city councils to post the signs in other parks.

### Online news and information

The current issue of O2 magazine, produced by Teen Media Futures, is now available. [View O2 magazine.](#)

The latest issue of the Tobacco Free Press, produced by the Association of State and Territorial Health Officials, is now available. [View the Tobacco Free Press.](#)

Registration is now open for the 2003 National Conference on Tobacco or Health, Dec. 10-12 in Boston. For more information, visit the [conference Web site](#).

The Tobacco Technical Assistance Consortium (TTAC) provides a regular newsletter with helpful information on tobacco control. The consortium builds capacity to achieve effective tobacco prevention and control programs and policies. [View TTAC Exchange newsletter](#).

## **In the news**

### **Anti-smoking efforts cut lung cancer deaths**

[Read the full story.](#)

### **Phillip Morris sues Dutch government**

[Read the full story.](#)

### **U.N. headquarters imposes smoking ban**

[Read the full story.](#)

### **Tobacco pellets not subject to regulation, FDA says**

[Read the full story.](#)

### **In Florida, smoking ban leads to tobacco-infused drink**

[Read the full story.](#)

### **Tobacco firms target prisoners**

[Read the full story.](#)

### **State to Hollywood: Less smoking, please**

[Read the full story.](#)

### **Proponents push for more graphic cigarette label warnings in U.S.**

[Read the full story.](#)

### **Activists target smoking as new threat to gay health**

[Read the full story.](#)